- Factions entrenched in S. 2172 lobbying fight
- MPAA action complicates copyright chaos
- Executive shuffle at Playboy may produce new look
- SMATV operators ready to unleash own channel

CableVision

The news and features weekly of the cable television industry August 16, 1982 $3.00

C8920-2 8/12/82

SIN's Rene Anselmo:

Fighting Back Pays

PLUS

Musicals—Cable's best theatrical bet?

CVFV20014CON452 053082/1
SUSAN GARNER ACQ EDT
CONGRESSIONAL INFO SERVICE
4520 EAST-WEST HIGHWAY
BETHESDA DC 20814

CableVision August 16, 1982. Volume 7, Number 49

Between the lines/5
CableScope/9
Newswire/10
Leading the week/12
Programming/17
Marketing/24
CableVision Plus/25
Business/49
Franchising/56
Government & law/59
Classifieds/60
Advertisers' index/64
People/65
From Washington/66
Events/67
Cable stats/69
Parting words/72

TITSCH COMMUNICATIONS, INC.: *President,* Robert Titsch; *Executive Vice President,* Paul Fitz-Patrick; *Vice President, Washington bureau,* Patrick Gushman; *Controller,* Michael Borer; *Corporate Counsel,* Gary Witt; **EDITORIAL OFFICES: New York:** *Bureau Chief,* Victor Livingston; *Senior Editor,* Jeri Baker; *Associate Editors,* Jean Bergantini Grillo, Gary Rothbart, David Stoller; *Assistant Editors,* Simon Applebaum, Karen Bloom; **Denver:** *Editorial Director,* Michael McCready; *Managing Editor,* Jim Craig; *Associate Managing Editor,* Wayne H. Lasley; *Editor,* CableVision Plus, Victoria Gits; *Managing Editor,* CableVision Plus, Madeline Hardart; *Assistant Editor,* David Murdock; *Editorial Assistants,* Judith Schwall; Patricia Major; **Washington, D.C.:** *Associate Editors,* Peter Evanow, Craig Leddy; *Cable Statistical Editors,* Kate Hampford, Mira Dabrowski; *Research Associate,* Maribeth Thelen; **Los Angeles:** *Bureau Chief,* Eric Taub; **PRODUCTION:** *Production Director,* Vickie Champion; *Assistant Production Director,* Barbara Coit; *Art Director,* Brad Hamilton; *Asst. Art Director,* Cynthia B. Carey; *Design Director,* Robert D. Tonsing; *Artists,* Earl V. DeWald, Elizabeth Katzelnick, Becky Johnson, Shari Wajda; *Typesetters,* Ginger O'Leary, Nancy Beggins, Kathryn Berlin, Alison Moskowitz; *Photo Editor,* Rob Stuchrk; *Photo Technician,* Bill Ellis; **ADVERTISING, Denver:** *Vice President Sales,* Paul R. Levine; *Director of Sales,* Robert Ancell; *Account Executives,* Lawrence P. Dameron III, Kim Korb, Cathy Lynn Wilson; *Classified Manager,* Suzanne Sparrow; *Customer Service,* Marcia Larson; *Circulation Director,* James Stein; *Traffic,* Pam Macy; **New York:** *Regional Sales Manager,* Sherwood S. Sumner; *Account Executive,* Cathy Rasenberger. **OFFICES: Denver** 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, Colorado 80217, (303) 573-1433 **Washington Bureau** 1701 K Street, N.W., Suite 505, Washington, DC 20006, (202) 835-0900 **New York Bureau** 488 Madison Avenue, New York, New York 10022, (212) 308-0415 **West Coast Bureau** 101 North Robertson Boulevard, Suite 206, Beverly Hills, California 90211, (213) 659-3965

© Titsch Communications, Inc., 1982. All rights reserved. *CableVision* (USPS 100-430) (ISSN 0361-8374) is published weekly, except the week of January 3, 1983, by Titsch Communications, Inc., 2500 Curtis Street, Denver, Colorado 80205 -or- P.O. Box 5727-TA, Denver, CO 80217. August 16, 1982. Volume 7, Number 49. Subscription price: 1 year, $59.00; 2 years, $106.00; 3 years, $142.00. Canada, Mexico and other foreign subscribers add $30.00 per year postage; $30 per order processing fee. Second-class postage paid at Denver, Colorado. POSTMASTER: Please send form 3579 to *CableVision*, P.O. Box 5727-TA, Denver, CO 80217.

Member of the Audit Bureau of Circulation.

EWTN milestone

Mother Angelica is pleased with the results of the first year of the Eternal Word Television Network. Some may term the results a miracle, but it may be a case of following "whatever the Lord gives me." **Page 20.**

Copyright chaos

As the NCTA and sports claimants end testimony before the Copyright Royalty Tribunal, questions continue over the division of payments. Meanwhile, the Motion Picture Association of America has thrown a monkeywrench into the works. **Leading the week, pages 12-15.**

Executive shake-up

Former NBC programming chief Paul Klein is the new president of the Playboy Cable Network. He's bringing with him a stepped-up commitment to original programming — one that may alter radically the look of the service. **Leading the week, pages 12-15.**

Community control

The Santa Monica, Calif., City Council, one of the nation's most liberal local governments, passed two resolutions last week that it hopes will provide more community control over the local cable system. **Leading the week, pages 12-15.**

Las Vegas complaint

Nevada Pay TV here has filed a complaint with the Public Service Commission charging its cable competitor with unfair pricing policies. **Leading the week, pages 12-15.**

Networks' adjustments

CBS and ABC are taking strides toward alternative delivery of their programming. CBS and Contemporary Communications Corp. are planning a multipoint distribution service and the FCC has approved ABC's Home View Network. **Leading the week, pages 12-15.**

SMATV battle plan

A new trade association comprised of SMATV operators is challenging the programming services that won't sell those services by developing plans for a co-produced movie entertainment satellite channel. Johnny Carson's nightclub producer is playing a key role, but officials say Carson won't. **Leading the week, pages 12-15.**

ESPN counterpunching

ESPN is putting together a new prime-time series of Saturday night boxing to compete with WTBS' live football package. Assisting in that effort are fight specialists, some of whom are already in the television game. **Page 17.**

Nikon focus

Nikon is sponsoring a new cable venture called *The Photographer's Eye*. The 26-part half-hour series will be a test for the large photographic firm as well as a theory examination for creator Tom Greer. **Page 24.**

Clustering by design

An emerging new trend by MSOs to consolidate their holdings is surfacing as an answer to questions created by current economic demands. **Page 49.**

Sacramento shortcomings

Three of the four bidders in the franchise process here claim that a preliminary evaluation of the proposals was found lacking in several areas. **Page 56.**

Lobbying wars

Cable representatives and city officials are digging in on opposite sides of the issues generated by S. 2172. Both sides are employing grassroot support tactics to generate a fierce lobbying effort in Congress. **Page 59.**

This week in *CableVision Plus*

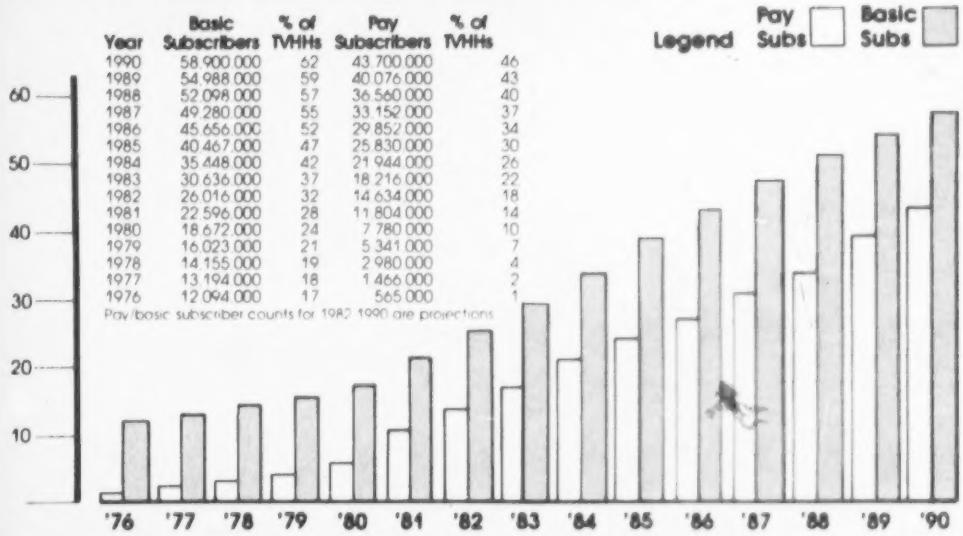
This week's *Plus* takes a theatrical turn in its look at programming, from Rene Anselmo's antics to Broadway musicals on cable. In our first story, we examine Anselmo's history of outrageous letters and stunts, and hear his view on SIN's present status, its purpose and the reason for its firm stand on all-Spanish programming. Next, we head for the Great White Way. *Camelot* may be as different from *Sweeney Todd* as the lusty month of May and Sir Thomas Malory are from murder and meat pie, but both may find a most congenial spot on cable. Eric Taub looks at HBO's production of *Camelot* and The Entertainment Channel's *Sweeney Todd*. Finally, Taub interviews Lorimar's Lee Rich and Michael Brandman, who discuss what's involved in production and programming for cable as opposed to network television and what they see is needed for cable programming. **Pages 25-48.**

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections.



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982.

Satellite-fed cable programming services

Basic services	Affiliates*	Subscribers*	% change in subs from 5/30	
Alpha Repertory Television Service (ARTS)	1,650	7,300,000	+2.7	
Appalachian Community Service Network (ACSN)	221	1,535,092	+1.6	
Black Entertainment Television (BET)	865	9,800,000	+7.7	
Cable News Network (CNN)	2,401	13,855,000	N.C.	
CNN2	170	1,300,000	+8.3	
Cable Satellite Public Affairs Network (C-SPAN)	1,000	11,000,000	N.C.	
CBS Cable	502	5,000,000	N.C.	
Christian Broadcasting Network (CBN)	3,050	17,000,000	+2.4	
Daytime	385	5,608,247	N.C.	
Dow Jones Cable News	48	550,00	+2.8	
Electronic Program Guide (EPG)	28	300,000	—	
Entertainment and Sports Programming Network (ESPN)	4,055	16,906,159	+2.9	
Eternal Word Television Network	32	437,000	+7.4	
Financial News Network(FNN)	22	444,000	N.C.	(6/22)
Modern Satellite Network (MSN)	375	4,600,100	+3.4	
Music Television (MTV)	600	4,000,000	N.C.	
National Christian Network[1]	50	746,228	+42.4	
National Jewish Television	97	2,146,100	+12.6	
Nickelodeon	1,725	7,700,000	N.C.	
North American Newstime/ The Travel Channel	114	876,000	N.C.	
PTL Television Network	600	5,600,000	+1.8	
Reuters News View	400	3,800,000	N.C.	
Satellite News Channel I	300	2,600,000	N.C.	(6/22)
Satellite Program Network (SPN)[2]	478	4,970,831	+5.1	
SIN National Spanish Television Network[3]	198	30,367,300	+23.2	
Trinity Broadcasting Network[4]	213	2,650,000	+66.9	
USA Network	2,000	12,000,000	+9.0	
The Weather Channel	485	4,600,000	+2.2	
WGN	2,963	8,976,000	+6.8	
WOR	1,327	4,911,148	N.C.	
WTBS	4,252	21,190,000	N.C.	
Basic audio services				
Lifestyle	64	750,000	N.C.	
WFMT	143	834,350	-1.9	
Pay services				
Bravo	33	63,293	+11.3	
Cinemax	900	1,500,000	N.C.	
The Entertainment Channel[5]	N.A.	N.A.	—	
EROS	7	35,000	+4.0	
Escapade/Playboy	158	252,146	+5.0	

Pay services	Affiliates*	Subscribers*	% change in subs from 5/30
GalaVision	134	100,000	N.C.
Home Box Office (HBO)	3,600	9,000,000	N.C.
Home Theater Network Plus[6]	275	155,000	N.C.
Home Theater Network Plus[7]	N.A.	N.A.	—
The Movie Channel (TMC)	2,150	2,200,000	N.C.
Showtime	1,500	3,300,000	+1.0

* Affiliate and subscriber counts are as of June 30, 1982, unless otherwise noted.

[1]Subscriber count updated from recent poll.

[2]Subscriber count denotes households receiving signal.

[3]Total SIN reach. Estimated Spanish-speaking households (including broadcast stations and translators): 3,986,500.

[4]Subscriber count updated from March 1982.

[5]Launched 6/21/82.

[6]Off air 6/30/82.

[7]Launched 3/1/82; subscriber counts not yet tallied.

N.C. designates no change.

N.A. designates not available.

Announced satellite-fed cable services	Projected launch date
ABC/ESPN Pay Service	4th quarter 1982
Apollo Satellite Television	T.B.A.
The Buena Vista Channel	1st quarter 1983
Cable Newspaper Corporation	1/83
Cableshop	4/83
Catholic Telecommunications Network	9/82
Christian Media Network	relaunch T.B.A.
Cinemerica	T.B.A.
The Disney Channel	2nd quarter 1983
Family Programming Network	T.B.A.
Heartbeat Media Network	4th quarter 1982
Home Music Store (audio)	1983-84 launch
The Job Channel	T.B.A.
Kidvid Network	10/82
Lewmark Productions Music Channel	T.B.A.
Magicable	3rd quarter 1984
Nashville Network	2/83
National Jazz Network	1982
PBS Cable	T.B.A.
Penthouse Entertainment Network	T.B.A.
Satellite News Channel II	2nd quarter 1983
Sitcom Channel (Channeltainment)	1st quarter 1984
Spanish Universal Network	7/82
SPN/International Network	T.B.A.
SPN/Financial-Religious Network	T.B.A.
SPN/Classic Movie Network	T.B.A.
SPN/How-To Network	T.B.A.
Top Entertainment Network	T.B.A.
United Satellite Television Network (4 services)	1st quarter 1983
UTV Cable Network	1/83
Video Concert Hall	7/82
Window	T.B.A.

Satellite-fed services—six-month review

Basic services	December 30, 1981 Affiliates	December 30, 1981 Subscribers	June 30, 1982 Affiliates	June 30, 1982 Subscribers
Alpha Repertory Television Service (ARTS)	1,500	6,000,000	1,650	7,300,000
Appalachian Community Service Network (ACSN)	212	1,385,628	221	1,535,092
Black Entertainment Television (BET)	812	8,952,320	865	9,800,000
Cable News Network (CNN)	1,953	11,033,500	2,401	13,855,000
CNN2	68	780,000	170	1,300,000
Cable Satellite Public Affairs Network (C-SPAN)	1,200	11,000,000	1,000	11,000,000
CBN Cable	3,300	14,700,000	3,050	17,000,000
CBS Cable	250	3,000,000	502	5,000,000
Daytime	N.A.	Launch 3/15/82	385	5,608,247
Dow Jones Cable News[1]	N.A.		48	550,000
Electronic Program Guide (EPG)	N.A.	Launch 3/1/82	28	300,000
Entertainment and Sports Programming Network(ESPN)	3,189	14,138,373	4,055	16,906,159
Eternal Word Television Netw	23	300,000	32	437,000
Financial News Network (FNN)	7	250,000	22	444,000
Modern Satellite Network(MSN)	541	4,100,000	375	4,600,000
MTV: Music Television	300	2,500,000	600	4,000,000
National Christian Network	25	304,434	50	746,228
National Jewish Television	73	1,661,075	97	2,146,100
Nickelodeon	1,350	6,200,000	1,725	7,700,000
North American Newstime/The Travel Channel	115	884,000	114	876,000
PTL Television Network	465	4,400,000	600	5,600,000
Reuters News View	342	3,500,000	400	3,800,000
Satellite Program Network (SPN)[2]	414	3,658,904	478	4,970,831
SIN National Spanish Television Network[3]	160	21,343,490	198	30,367,300
Satellite News Channel	N.A.	Launch 6/21/82	300	2,600,000
Trinity Broadcasting Network	140	1,271,562	213	2,650,000
USA Network	1,750	10,000,000	2,000	12,000,000
The Weather Channel	N.A.	Launch 5/82	485	4,600,000
WCN	2,353	7,869,703	2,963	8,976,000
WOR	1,226	4,705,350	1,327	4,911,148
WTBS	3,869	19,560,000	4,252	21,190,000
Basic audio services				
Lifestyle	30	300,000	64	750,000
WFMT	109	659,093	143	834,350
Pay services				
Bravo	25	47,000	33	63,293
Cinemax	600	1,000,000	900	1,500,000
The Entertainment Channel	N.A.	Launch 6/21/82	N.A.	N.A.
EROS	N.A.	Launch 5/82	7	35,000
Escapade/Playboy	90	185,000	158	252,146
GalaVision	122	95,000	134	100,000
Home Box Office	3,300	8,500,000	3,600	9,000,000
Home Theater Network[4]	275	155,000	275	155,000
Home Theater Network Plus	N.A.	Launch 3/1/82	N.A.	N.A.
The Movie Channel	1,500	1,750,000	2,150	2,200,000
Showtime	1,300	2,860,000	1,500	3,300,000

[1]Dow Jones Cable News is new to the programming chart as of 5/82
[2]Subscriber count denotes households receiving signal
[3]Total SIN reach. Estimated Spanish-speaking households (including broadcast stations and translators): 3,936,500
[4]Home Theater Network off air (6/30/82)
N.C. designates no change
N.A. designates not available

Subscriber growth ranking

Service	Subscriber change	% change
SIN	8,973,900	+41.9
CNN	2,821,500	+25.6
ESPN	2,767,786	+19.6
CBN Cable	2,300,000	+13.5
CBS Cable	2,000,000	+66.7
USA Network	2,000,000	+20.0
WTBS	1,630,000	+8.3
MTV	1,500,000	+60.0
Nickelodeon	1,500,000	+24.2
Trinity	1,378,438	+108.4
SPN[1]	1,311,927	+35.9
ARTS	1,300,000	+21.6
PTL	1,200,000	+27.3
WGN	1,106,297	+14.1
BET	847,680	+8.6
CNN2	520,000	+66.7
MSN	500,100	+12.2
Cinemax	500,000	+50.0
HBO	500,000	+5.6
Lifestyle	450,000	+150.0
The Movie Channel	450,000	+25.7
National Jewish Television	485,025	+29.2
National Christian Network	443,794	+146.7
Showtime	440,000	+15.4
Reuters News Service	300,000	+8.6
WOR	205,798	+4.4
Financial News Network	194,000	+77.6
WFMT	175,257	+26.6
ACSN	149,464	+10.8
Eternal Word Television Network	137,000	+45.7
Escapade/Playboy	67,146	+36.3
Bravo	16,293	+34.7
GalaVision	5,000	+5.3
Home Theater Network	0	0.0
C-SPAN	0	0.0
North American Newstime/The Travel Channel	-8,000	-0.1

[1]Subscriber count denotes households receiving the signals

Affiliate growth ranking

Service	Affiliate change	% change
ESPN	866	+27.1
The Movie Channel	650	+43.3
WGN	610	+25.9
CNN	448	+22.9
WTBS	383	+9.9
Nickelodeon	375	+27.7
Cinemax	300	+50.0
HBO	300	+9.1
MTV	300	+100.0
CBS Cable	252	+100.0
USA Network	250	+14.2
Showtime	250	+19.2
ARTS	150	+10.0
PTL	135	+29.0
CNN2	102	+150.0
WOR	101	+8.2
Trinity	73	+52.1
Escapade/Playboy	68	+75.6
SPN	64	+15.5
Reuters News View	58	+16.9
BET	53	+6.5
SIN	38	+23.7
Lifestyle	34	+113.3
WFMT	34	+31.1
National Christian Network	25	+100.0
National Jewish Television	24	+32.9
GalaVision	12	+9.8
ACSN	9	+4.2
Eternal Word Television Network	9	+39.1
Bravo	8	+32.0
Home Theater Network	0	0.0
North American Newstime/The Travel Channel	-1	-0.1
EROS	-2	-22.2
MSN	-166	-30.7
C-SPAN	-200	-16.6
CBN Cable	-250	-7.5